

July 6, 2006

Dear Affiliate Partner:

**IMPORTANT NOTICE**

The last date for *Discovery Kids on NBC* will be September 2, 2006. The debut of the new children's block on NBC will be the following week on September 9, 2006. This will result in changes to information for the final few weeks of the 3<sup>rd</sup> quarter. We will provide this updated information as soon as it is finalized, which we expect to be on or about July 10. At that time, stations may update their children's reports accordingly with the projected scheduling information.

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions as set forth in the attached Community Relations Quarterly Children's Programming Report for 2nd quarter 2006. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. For those stations airing NBC Weather Plus children's educational and informational programming
2. Educational Objectives: for both the 2nd and 3rd quarters (thru 9/2/06).
3. Core programming: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the educational and informational needs of children 16 and under. Please note that the age target for *Discovery Kids on NBC* programming is 9-14. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of the new FCC Form 398, we have added specific episode numbers.
4. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.
5. Public service announcements targeted to children 16 and under.
6. Non-broadcast efforts that enhance the educational and informational value of NBC Network programming to children.
7. Network on-air promotional efforts, which include a schedule of *Discovery Kids on NBC* on-air promos.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 2nd quarter of 2006 complied with the commercial limits of the Children's Television Act, provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content thereto other than as directed by NBC via weekly postings on APT.

If you have any questions about these reporting requirements, please feel free to call us.

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## For the Third Quarter Educational Objectives

New shows beginning on September 9.

In the Fall 2006, NBC Universal will unveil a new schedule of shows aimed at a target audience of young children, ages 4-8 years of age. The educational emphasis of the shows is on problem solving on issues of daily living—such as getting along with friends and family, how to fulfill obligations, be honest, stand up for the truth, develop good habits, overcome fears, accept responsibilities, and aim for mastery of new ideas and challenges. Throughout the schedule, there will be reinforcements for early literacy through interstitial content.

Set in medieval times, “**Jane and the Dragon**” is an animated show about a middle class, thirteen-year-old girl named Jane who is raised in the Royal Court as a Knight-in-Training. With a giant green Dragon as her best friend, Jane experiences challenges that test her skills and demonstrate her strength in character, as a Knight of the King’s Guard. Entrenched in each episode are social-emotional messages that hinge on the universal themes of courage, kindness, honesty and friendship.

Based on the books by Laurent de Brunhoff, “**Babar**” is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces as he journeys through life. Each episode of the show communicates social-emotional messages that draw upon the bond of family and combine traditional values with a modern lifestyle.

“**Jacob Two-Two**” is an animated show about a little boy who lives with his parents and four older siblings and has a habit of repeating himself just so he can be heard. Ignored by his siblings, Jacob finds a place for himself in a world filled with mystery and intrigue as he freewheels through his adventures with his closest friends, Buford and Renee. Based on Mordecai Richler’s books, the show embeds social-emotional messages in which Jacob learns to carve a niche for himself as he learns to deal with his reality in the surreal world of adults.

“**VeggieTales**” is a children’s series featuring animated vegetables who teach life lessons through delightfully entertaining stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem, uses short stories to parallel the situation with the problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. Without being preachy, the show communicates core values of honesty, kindness, forgiveness and appreciation for all, through entertaining characters and storylines.

Inspired by children’s everyday life, “**Dragon**” is an animated show about a tubby little dragon named, Dragon, as he faces his daily challenges using a simple and direct approach to life. Dragon is friendly and helpful, but he tends to see things from a much different perspective than most of us and that’s when trouble arises. As each story unfolds, we learn to see things in different ways just like Dragon does and learn how to make each day special through his experiences. Voice-over narration conveys the educational purpose of the story by raising questions, and reinforcing the problem strategies Dragon uses to get through his challenge of the day.

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## Show Summaries

**JANE AND THE DRAGON** is a coming of age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard instead. Accompanied by her best friend, a giant green Dragon who lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.

**BABAR** is a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family experience many challenges as they journey through life, and they learn to rise above them through strength and optimism.

**JACOB TWO-TWO** is a very little boy with a very big heart. As the youngest member of a large family, Jacob has to say things twice so he can be heard. He looks up to his siblings, but tends to be ignored or bullied by them when he tries to partake in their activities. Still, there are those who notice him when he inadvertently lands himself in adventures that involve mysterious neighbors, international spies, and villains that come in all shapes and sizes. Often accompanied by his closest pals, Buford and Renee, Jacob Two-Two finds innovative ways to get himself and others out of hot water as he tumbles through a series of exciting adventures with honesty, integrity, and a whole lot of determination.

**VEGGIETALES** are a series of stories narrated by animated vegetables, Bob the Tomato and Larry the Cucumber, that teach life lessons through wit and humor. Each episode contains one or two short animated stories that illustrate important values to children in an entertaining way. Stories are interrupted with silly songs, usually sung by Larry the Cucumber, that contain whacky lyrics in a catchy tune. Each episode ends with Bob and Larry reinforcing the lesson learned through the stories.

**DRAGON** is a cheerful, lovable, and insatiable curious blue dragon who lives in a colorful little house that welcomes all his friends and anyone else who needs comfort or advice. Everyday Dragon faces a new problem that needs to be solved, and he does it in his unique Dragon-like way. If he can't get it right the first time, he keeps trying until he does.

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The anticipated network schedule beginning September 9.

Runs Sat 10:00 to 1:00

The lineup is as follows

Veggie Tales 1

Dragon

Veggie Tales 2

Babar

Jane and the Dragon

Jacob Two-Two

**NBC Weather Plus Children's Programming and FCC Form 398**

Stations that have begun airing NBC Weather Plus's children's educational and informational programming likely will want to note that programming on the station's Form 398. To our knowledge, stations are not able to file a separate form for their analog and digital programming. Accordingly, we are instructing GE-owned NBC stations to use the following format for the following questions on FCC Form 398 for the 2nd Quarter 2006.

For Question 2, insert the average number of hours of Core Programming aired weekly over the quarter, not including any Weather Plus programming, as it is not clear that multicast-only programming is responsive to this question at this time.

For Question 5, list each of the programs in the NBC Discovery Kids block as usual.

For Question 6, in addition to any other children's programming that may be aired by the station, add the Weather Plus U. programming in the following manner:

Title of Program #1 Weather Plus U. (Digital Multicast Only)		Origination NBC Weather Plus Network (digital)	
Days/Times Program Regularly Scheduled	Total Times Aired at Regularly Scheduled Time	Number of Preemptions	If preempted, complete Preemption Report
M 1:00 p.m.	5	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 13 to 16 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.  Weather Plus U., a program available on the Station's digital multicast "NBC Weather Plus" channel, Each episode is an entertaining combination of taped vignettes and timely segments relating to current weather events, with targeted topics geared toward teens aged 13 and older. The segments include regular features like "Weather in the News," "Weather Plus on Location," "Weather Plus Experiments," "Weather Plus in the Classroom" and "Weather Plus Interacts." Together, the segments highlight how and why the weather changes and how forecasters try to predict the weather, the nature and scope of significant weather events, and how teens can better understand or react to weather, both in their hometown and around the world.			
Does the program have educating and informing children ages 16 and under as a significant purpose?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R. Section 73.673?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

Title of Program #2: Weather Plus U. (Digital Multicast Only)		Origination NBC Weather Plus Network (digital)	
Days/Times Program Regularly Scheduled	Total Times Aired at Regularly Scheduled Time	Number of Preemptions	If preempted, complete Preemption Report
M 3:00 p.m.	5	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 13 to 16 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
<p>Weather Plus U., a program available on the Station's digital multicast "NBC Weather Plus" channel, offers teenagers a closer look at the weather and earth sciences and how they can and do affect their lives. Each episode is an entertaining combination of taped vignettes and timely segments relating to current weather events, with targeted topics geared toward teens aged 13 and older. The segments include regular features like "Weather in the News," "Weather Plus on Location," "Weather Plus Experiments," "Weather Plus in the Classroom" and "Weather Plus Interacts." Together, the segments highlight how and why the weather changes and how forecasters try to predict the weather, the nature and scope of significant weather events, and how teens can better understand or react to weather, both in their hometown and around the world.</p>			
Does the program have educating and informing children ages 16 and under as a significant purpose?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, does the licensee identify each program at the beginning of it's airing consistent with 47 C.F.R. Section 73.673?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

And so on -- each of the six half-hour weekly episodes of "Weather Plus U." may want to be separately listed on the report (albeit each may have the same description) in order to facilitate any possible preemptions or schedule changes in the future.

In response to Question 7, which asks about the station's planned children's core E/I programming for the third quarter, these "Weather Plus U." descriptors also may be added as Programs #7-#12 (after the Discovery Kids block),

Finally, in response to Question 11, stations may want to add the following sentence, in addition to any other station response:

The Station was delighted to begin offering additional children's educational programming during core hours as part of its NBC Weather Plus programming on a digital multicast channel. To limit confusion, this programming is described in response to Question 6, although it may also be considered in response to Question 5

### For 2<sup>nd</sup> Quarter 2006

In compliance with the Children's Television regulations that became effective January 2, 1997, the **DISCOVERY KIDS ON NBC** programs feature an on-air icon indicating that each program is "educational and informational" for children. This icon is displayed at the beginning of each broadcast. Also, in compliance with the new regulations, the following document, which includes "educational and informational" objectives of **DISCOVERY KIDS ON NBC**, must be placed in your public file.

Each of the programs listed below, which make up the NBC Children's Programming block, is specifically designed to serve the "educational and informational" needs of children ages 9-14. All of the programs have educational objectives that are central to the content and appropriate to the program genre.

There are five returning shows from last quarter and one new show for this quarter.

**"Kenny the Shark"** is an animated show about a tiger shark named Kenny who lives on land with a young girl named Kat. The show embeds shark facts in the story narrative, including references to his insatiable appetite. Every episode has a message, usually around the themes of cooperation, dealing with difficult people, exercising self-discipline, and decision-making. Each segment contains two episodes of this show.

Based on Jon Scieszka's book series, **"Time Warp Trio"** is another animated show. It is about the adventures of three young boys, Sam, Fred and Joe, who are transported back and forth in time through a magic book presented to Joe by his magician uncle. With each adventure, the trio is given a chance to learn important details about the history of people, places and events through time.

There are two reality-type programs, **"Trading Spaces"** and **"Endurance,"** which demonstrate how skill and teamwork are combined to accomplish a goal. In these shows, the real-life example is instructional. **"Trading Spaces"** follows two teams of boys and girls as they redesign and decorate their friends' rooms to reflect their interests and hobbies. They learn construction planning, carpentry and design principles as they build the bedroom of their friends' dreams. **"Endurance"** follows several teams over 13 weeks of challenges to see which team has endured the longest by mastering both strategy and skill in the competition. The team that succeeds in the competition is named the Endurance champion of the season and is given a reward for its win.

**"Darcy's Wild Life"** is a live-action fiction program, which embeds factual information within the context of a narrative story. It follows the development of 15-year-old Darcy Fields whose mother, a famous movie actress, decides to move from Malibu to rural Idaho so she can raise Darcy in a "normal" environment. What her mother considers normal is a culture shock for Darcy as she is forced to give up the posh life of a star to live on a farm. Darcy learns how to survive and thrive in a rural environment where she develops new relationships, learns to care for a variety of animals, and even gets a part-time job while adjusting to her new life at the farm.

**"Flight 29 Down"** is a live-action fiction show about a group of ten young boys and girls and their camp counselor who are stranded on a remote island in the South Pacific where their plane, 29 DWN, makes a crash landing. With only each other as company, they learn invaluable life lessons as they struggle to get along, support each other, and survive as they search for a way to get off the island and return home.

All shows were developed specifically with the pre-adolescent and young adolescent child in mind. Each program was supported by a team composed of the creative personnel (producers and writers), an educational consultant, and several technical consultants appropriate to the requirements of each show. The technical consultants verified all the factual content presented in each program. The educational consultant worked with the creative team to match the content to the appropriate level of comprehension for the target audience by developing age-appropriate themes for learning within each episode of every program. All of the educational content was integrated into the action and movement of each episode, so that the entertainment and the education are interdependent and present throughout each episode.

For the 3<sup>rd</sup> Quarter 2006

The last date for *Discovery Kids on NBC* will be September 2, 2006. The debut of the new children's block on NBC will be the following week on September 9, 2006. This will result in changes to information for the final few weeks of the 3<sup>rd</sup> quarter. We will provide this updated information as soon as it is finalized, which we expect to be on or about July 10. At that time, stations may update their children's reports accordingly with the projected scheduling information.



## 2<sup>nd</sup> Quarter Show Summaries

**KENNY THE SHARK** is an eight-foot-tall shark who lives on land with his owner, ten-year-old Kat. Much of the adventure and humor in this show emerges from the problems that stem from managing the life of a shark trying to live in the incongruous world of human beings. Kenny is literally a big predator “fish out of water.” The educational goal of this show is to provide the audience with introductory knowledge of shark behavior and biology. Each story has an educational theme based on a dilemma facing Kat or Kenny when they have to make decisions, solve problems, or act responsibly to correct something Kenny did wrong. Their resolution of the problem offers the educational message for each episode of the show.

**TIME WARP TRIO** is about three curious boys – Fred, Sam and Joe – who are transported through time via a mysterious book that is presented to Joe by his magician uncle. The Book warps the boys backward or forward in time before it disappears. In order to warp back home, the boys must locate the magical book. Their search for The Book takes them through extraordinary adventures in which they are introduced to historic people, places and events. The boys run into their great-granddaughters – Freddi, Samantha and Jodie – when they warp into the future and find that Jodie has also inherited The Book from her great-grandfather, Joe. Sometimes, all the kids show up in the same time warp and help each other outsmart their adversaries so they can return home. Each episode contains interesting historical facts and a key historical takeaway, blending information with action and fun to appeal to the target audience.

**TRADING SPACES: BOYS VS. GIRLS** is where boys and girls get to show how well they know each other, how effectively they can manage a budget, and how skillfully they can execute a design plan. Each week a boy or a girl is given two days and \$5000 dollars to complete a renovation of their partner’s “room.” The space might be a bedroom, a recreation room, or a clubhouse; but the “designer” has to first show his or her knowledge of the other person’s preferences, hobbies and lifestyle to come up with a good design. Next, the challenge of balancing the budget and figuring out the renovation process begins. Participants learn measurement, spatial reasoning, and principles of aesthetic design as they go through the experience. In the end, they find out if their knowledge and perception of their partner was on or off base.

**DARCY’S WILD LIFE** follows the life of 15-year-old Darcy Fields, the pampered daughter of a top Hollywood movie star who is plucked out of a life of limos, movie premieres and world-class restaurants to live the simple life in rural Idaho. Darcy’s initial resentment gives way to optimism as she makes new friends and becomes a part of the community. The educational goal of the program is for the main character, Darcy, to model the learning process as she adjusts to a new environment that is the complete antithesis of her old life. Darcy comes to a deeper understanding of herself, the value of relationships, and the insignificance of material things. The viewer also learns about the care and treatment of a variety of animals that live on farms or in the wild.

**FLIGHT 29 DOWN** is the name of the small, chartered plane that carries a group of 11 people across the South Pacific for an eco-camping class trip to a desert island in Micronesia. Before they reach their destination, 29 DWN malfunctions and the pilot/camp counselor has to make an emergency crash landing on a remote island in the South Pacific. With nothing but their camping gear, a limited supply of resources, and each other, the group tries to come to grips with the situation that challenges them, with intelligence and instinct. As they confront the false perceptions they have of themselves and one another, the group realizes that they must learn how to live and work together in order to survive. The show carries a powerful social-emotional message that draws upon the complexities of human behavior and social relationships, in which adolescents struggle to define themselves and their roles in a social group, while dealing with the harsh reality that faces them.

**ENDURANCE** is an engrossing reality program that shows a group of young contestants succeeding at several different physical and mental challenges in order to win a fabulous travel prize. Each of the 12 competitive challenges is a metaphor for the challenges the target audience will face in real life. In addition, there are strategic challenges based on ten character traits that are important for success. Contestants must estimate probabilities and beat the odds. Overall, the competition combines luck with personal effort so that the contestants learn to balance intellect with intuition to develop their winning strategy. Narration and interviews during each episode trace the emotional growth and insights of the contestants. The show emphasizes how the experience of protracted competition and teamwork teaches both social skills and life skills for achieving success towards one’s goals.

### Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational. Formats are reviewed on an annual basis.

Wild About Animals	3:30
Jack Hanna's Animal Adventures	5:00
Critter Gitters	3:00

The NBC/Discovery Kids programs which are designated as educational and informational allow 1:00 of local advertising time. These programs are:

Kenny The Shark  
Time Warp Trio  
Trading Spaces: Boys vs. Girls  
Darcy's Wild Life  
Flight 29 Down  
Endurance

CERTIFICATION  
CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 7/5/06

W. H. H.

Programs designated for children 16 and under:

Kenny The Shark  
Time Warp Trio  
Trading Spaces: Boys vs. Girls  
Darcy's Wild Life  
Flight 29 Down  
Endurance  
Wild About Animals  
Critter Gitters  
Jack Hanna's Animal Adventures

## WEB ADDRESS CERTIFICATION

### CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, does not locally display web site addresses during or adjacent to children's programming for children 16 and under, or for children 12 and under, including programs provided through the network and syndicated programs acquired by KOMU-TV. If website information is provided, it is integrated into the program at the direction of the children's program producer.

Date: 7/5/06

Walt J. H.